

Message Text

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PAGE 01 PRAGUE 01952 151128Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 (ISO) W
-----105531 182133Z /65

R 150308Z JUL 77
FM AMEMBASSY PRAGUE
TO SECSTATE WASHDC 3174
INFO USDOC WASHDC
AMEMBASSY VIENNA

UNCLAS PRAGUE 1952

VIENNA FOR TRADE FAIR SUPPORT OFFICE

E. O. 11652: N/A
TAGS: BEXP, CZ
SUBJ: INCHEBA 77 BUSINESS DEVELOPMENT OFFICE

1. SUMMARY: EMBASSY BELIEVES U.S. BUSINESS DEVELOPMENT OFFICE AT INCHEBA INTERNATIONAL CHEMICAL FAIR AT BRATISLAVA ACHIEVED MAXIMUM SUCCESS FOR THIS TYPE OF EXHIBITION. THREE MAJOR OBJECTIVES WERE MET SINCE EXHIBIT: 1) INTRODUCED U.S. CHEMICAL INDUSTRY TO MAJOR SEGMENT OF CZECHOSLOVAK CHEMICAL OFFICIALDOM; 2) PREPARED WAY FOR FULL EXHIBITION AT INCHEBA 78; AND 3) SHOWED U.S. FLAG IN SLOVAK CAPITAL. END SUMMARY.

2. EMBASSY AND USDOC SPONSORED A BUSINESS DEVELOPMENT OFFICE (BDO) AT THE NINTH INCHEBA INTERNATIONAL CHEMICAL FAIR AT BRATISLAVA, CZECHOSLOVAKIA, JUNE 25-JULY 1. DIRECTOR OF THE U.S. EXHIBIT WAS HENNING VONTILLIUS OF USDOC TRADE FAIR SUPPORT OFFICE, VIENNA. DONALD BURKE, EXECUTIVE EDITOR, CHEMICAL WEEK, ATTENDED AS INDUSTRY EXPERT, AND FSO JAMES LEE AND FSL JIRI FRANTAL OF EMBASSY COMMERCIAL SECTION MANNED EXHIBIT FOR FULL PERIOD.

3. BDO OCCUPIED 67 SQUARE METERS OF PRIME EXHIBIT SPACE IN CENTRALLY-LOCATED PAVILION. EXHIBIT WAS WELL DESIGNED, ATTRACTIVE
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(EMBASSY APPRECIATES GRAPHICS SUPPORT PROVIDED BY USIS VIENNA), WITH HIGH USA IDENTIFICATION. PHOTOGRAPHS OF EXHIBIT ARE BEING FORWARDED TO USDOC BY VONTILLIUS. COMPANY LITERATURE FROM 154 AMERICAN CHEMICAL FIRMS WAS DISPLAYED AND DISTRIBUTED. IN ADDITION, TWO EMBASSY (USIS) PUBLICATIONS, SPEKTRUM AND ECONOMIC IMPACT, WERE DISTRIBUTED SELECTIVELY DURING FAIR.

4. EMBASSY BELIEVES THAT MAXIMUM COMMERCIAL VALUE WAS GAINED FROM THIS CATALOGUE SHOW, GIVEN NATURAL LIMITATIONS OF SUCH AN EVENT. EXHIBIT STAFF ANSWERED APPROXIMATELY 70 SERIOUS INQUIRIES AND FELT THAT MUCH OF THE COMPANY LITERATURE ACTUALLY FELL INTO THE HANDS OF THOSE FOR WHOM IT WAS INTENDED. ONE TRADE OPPORTUNITY HAS BEEN SUBMITTED UNDER THE TOP FORMAT AS A RESULT OF THE EXHIBIT.

5. EXHIBIT STAFF MADE A SUCCESSFUL EFFORT TO FOSTER GOOD RELATIONS WITH INCHEBA AUTHORITIES AS A PRELUDE TO WIDER PARTICIPATION NEXT YEAR. EACH OF THE APPROXIMATELY 25 AMERICAN COMPANIES EXHIBITING IN 1977 WAS CONTACTED PERSONALLY WITH THE PURPOSE OF EVALUATING INCHEBA AS A SALES TOOL AND RECRUITING FOR A U.S. EXHIBIT IN 1978. THEIR CONSENSUS IS THAT INCHEBA IS A VALUABLE FAIR FOR THE CHEMICAL INDUSTRY BOTH IN CZECHOSLOVAKIA AND IN CEMA COUNTRIES AS A WHOLE. MOST WERE ALSO INTERESTED IN PARTICIPATING IN AN AMERICAN EXHIBIT IN 1978. BASED ON THESE EXPRESSIONS OF INTEREST AND SALES POTENTIAL FOR INCHEBA, EMBASSY RECOMMENDS A 15-BOOTH EXHIBIT FOR 1978 OCCUPYING 300 SQUARE METERS. EMBASSY FEELS CERTAIN THAT INCHEBA AUTHORITIES WILL PROVIDE THIS MUCH SPACE NEXT YEAR IN A PRIME AREA.

6. WE ARE ALWAYS PLEASED TO STAGE OUR TRADE EVENTS IN THE SLOVAK CAPITAL, AND INCHEBA 77 WAS OUR MOST CONSPICUOUS APPEARANCE TO DATE. OUR BDO WAS ONE OF TWO WESTERN GOVERNMENT SPONSORED EXHIBITS (AUSTRIANS HAD A SIMILAR EXHIBIT ACROSS THE UNCLASSIFIED

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AISLE FROM US) AND PROVIDED US WITH OPTIMUM EXPOSURE TO THE GENERAL PUBLIC WHICH CROWDED THE PAVILION. OUR CONSERVATIVE ESTIMATE IS THAT AT LEAST 10,000 PEOPLE STOPPED AT OUR BDO DURING THE SEVEN DAYS OF INCHEBA.

7. HIGH-LEVEL VISITATION TO BDO INCLUDED OFFICIAL STOPS BY DEPUTY PREMIER JIDRICH ZAHRADNIK, PARTY PRESIDUM MEMBERS JOZEF LENART AND JOSEF KEMPNY, AND MINISTER OF FOREIGN TRADE ANDREJ BARCAK.

8. COMMENT: BDO AT INCHEBA FAIR WAS OUR MOST SUCCESSFUL TRADE EVENT IN SLOVAKIA TO DATE. IT GAVE US GOOD PUBLIC EXPOSURE AND PROVIDED SEVERAL PROMISING COMMERCIAL LEADS. ITS SUCCESS WAS DUE IN NO SMALL PART TO THE EFFORTS OF DUSEX VONTILLIUS, WHO ALSO CONVINCINGLY PAVED THE WAY FOR A FULL EXHIBIT IN 1978. THE PRESENCE OF INDUSTRY EXPERT DONALD BURKE WAS INDISPENSABLE. IN ADDITION TO PROVIDING MUCH-NEEDED TECHNICAL EXPERTISE, HE PRESENTED THE SLOVAKS A STRIKING EXAMPLE OF THE BEST PERSONAL QUALITIES TO BE FOUND IN AMERICAN BUSINESSMEN.
FROWICK

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770256-0418
Format: TEL
From: PRAGUE
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770753/aaaabthz.tel
Line Count: 114
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 5045c06a-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 06-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1848493
Secure: OPEN
Status: NATIVE
Subject: INCHEBA 77 BUSINESS DEVELOPMENT OFFICE
TAGS: BEXP, CZ
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/5045c06a-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009